

**National Environmental Performance Track (Performance Track)
Outreach Award Application**

Award Description

While Performance Track rewards all members for their commitment to improving their role in protecting the environment, we would like to offer a special award to current members/partners who are educating the public and encouraging prospective facilities to join Performance Track.

Educating prospective facilities on the merits of joining the program helps build Performance Track, which in turn provides additional benefits as more and more facilities make commitments to continuous environmental improvement. Through the Outreach Award, we want to show our appreciation to facilities that continually work to strengthen Performance Track.

The Performance Track Outreach Award is sponsored by the US Environmental Protection Agency's Performance Track Program.

Eligibility

All organizations participating in or officially working with the Performance Track Program are encouraged to apply for the Outreach Award. To be considered for the award, facilities/organizations may self-nominate or may be nominated by other facilities, states and local entities, or EPA Performance Track staff, and must submit a completed application postmarked no later than January 7, 2004.

Application Process

The application period is based on the 2003 calendar year activities by a facility or company, with applications due January 7, 2004. A panel of EPA judges will consider all applications and the recipients will be announced at the 2004 Annual Member Event.

In addition to the entry form, applicants should submit supporting documentation as necessary, such as photographs, video tapes, written materials (i.e. panel/event programs, invitations, etc.). Completed applications should be sent to:

Luttrician Booth
National Environmental Performance Track Program
U.S. EPA (1808)
1200 Pennsylvania Ave., N.W.
Washington, DC 20460

Notification and Presentation

Awards will be presented at the 2004 Annual Member Event.

Corporate logo:

Please provide both a color and black and white corporate logo in EPS, JPEG, or TIFF format that will allow for a printable resolution of 300 dpi at a size of 4 inches. Please provide the logo electronically on a diskette labeled "LOGO of [Your Organization's name]". In the event that your organization is chosen for an award, this logo will be used in awards ceremony materials.

Eligibility

Any facility in Performance Track during the 2003 calendar year.

Performance Track Outreach Award Application

Section I

Description of company.

Contact information:

Please provide the following required information. Use this page as a cover sheet and attach a copy to the application submission.

Official Name of Organization (as it should appear on the award)

Primary Contact Name

Title

E-Mail address

Street Address (Include suite/room number/mail code)

City

State

Zip code

Phone (area code + extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact Email address

Fax

How did you hear about this award?

Section II

Please describe any special efforts your facility/organization has made to promote to the public the value of environmental performance and/or your partnership in Performance Track. Include examples of how your organization has educated the public on the benefits of Performance Track. Please provide as much specific information as you can, including dates, names of companies you worked with, etc. Examples include, but are not limited to:

- Mentored or tutored other facilities interested in applying to Performance Track
- Created or displayed advertisements for the program
- Hosted Performance Track events. These can include, but are not limited to, recruitment events, application workshops, member events, etc.
- Gave Performance Track presentations at trade shows or conferences
- Sent out mailings, made phone calls, or wrote articles in newsletters, especially during Performance Track recruitment periods
- If possible, mention any measurable impact of your efforts to promote Performance Track (new applications as a result of outreach efforts, inquiries into the program, etc.)
- Included information about PT on Web site
- Invited PT to speak to members at association conferences/meetings
- Other communication outreach to members or the public